



# Economic Development Overview

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Focus Area: City of South Fulton

Prepared By:

Select Fulton  
January 10, 2016





# Economic Development Overview

## Topics to Cover

1. What is Select Fulton?

2. What is Economic Development?

3. Where does the City South Fulton stand?





# Economic Development Overview

Focus Area: City of South Fulton

## 1. What is Select Fulton?





# About Select Fulton

All People Have Economic Opportunities





# Economic Development Overview

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Focus Area: City of South Fulton

2. What is Economic Development?





# Why Economic Development

Encourage  
a Diverse  
Mix of Jobs

Increase  
the Capital  
Investment  
in  
Community

Fiscal  
Security





# Why Economic Development

## Jobs

Business Recruitment

Business Expansion

Business Retention

Workforce Development

## Tax

Real and Personal Property Tax

Sales Tax

Municipal Fees;  
Franchise Fees;  
Ect.

## Q.O.L

Downtown Development

Marketing & Promotion

Events and Tourism

Amenities



# Primary Area of Focus for Econ Dev

## Business Retention

- You get nothing from recruiting business if 1 comes in a 2 move out.

## Business Attraction

- Bringing in new businesses to the city through recruitment efforts to increase job creation and capital investment.

## Business Expansion

- 80% of business growth comes from existing business.

## Redevelopment

- Look at aging, underutilized, or run down areas to redevelop into useful functions for the city.

## Business Assistance

- Develop local programs and initiatives to support local business.





# What Services Does the Econ Dev Office Offer

Taxes and Incentives

Sites and Buildings

Business Contact Introductions

Workforce Recruitment Assistance

Access to Regional Business Incubators

Community Leadership Connections

Traditional, Angel & Venture Capital Funding Access

Customized Market Research

- Workforce and Labor Pool Statistics
- Quality of Life Assets and Opportunities
- Economic and Demographic Data and Trends
- Cluster Industry Research and Information
- Marketing and PR Exposure Assistance

Contacts to state & local government officials / Regulatory Authorities

- Facilitate pre-conference planning and review with Planning & Development
- Environmental and Permitting Offices
- Tax Assessors and revenue departments
- Access to the nationally-acclaimed, first-place economic development training program, *Quickstart*

Employee Relocation Assistance

Marketing/PR/Ribbon Cutting



# Sources for Projects

## Real Estate Community

## Community Partners

- Georgia Department of Economic Development
- Utilities
  - GA Power
  - EMCs
  - ECGs
- Gas South
- Chambers of Commerce/Business Associations

## Industry Partners

- Company Executives
- Associations
- Conferences

## Service Providers

- Law Firms
- Consultants
- Site Selectors



# Economic Development Overview

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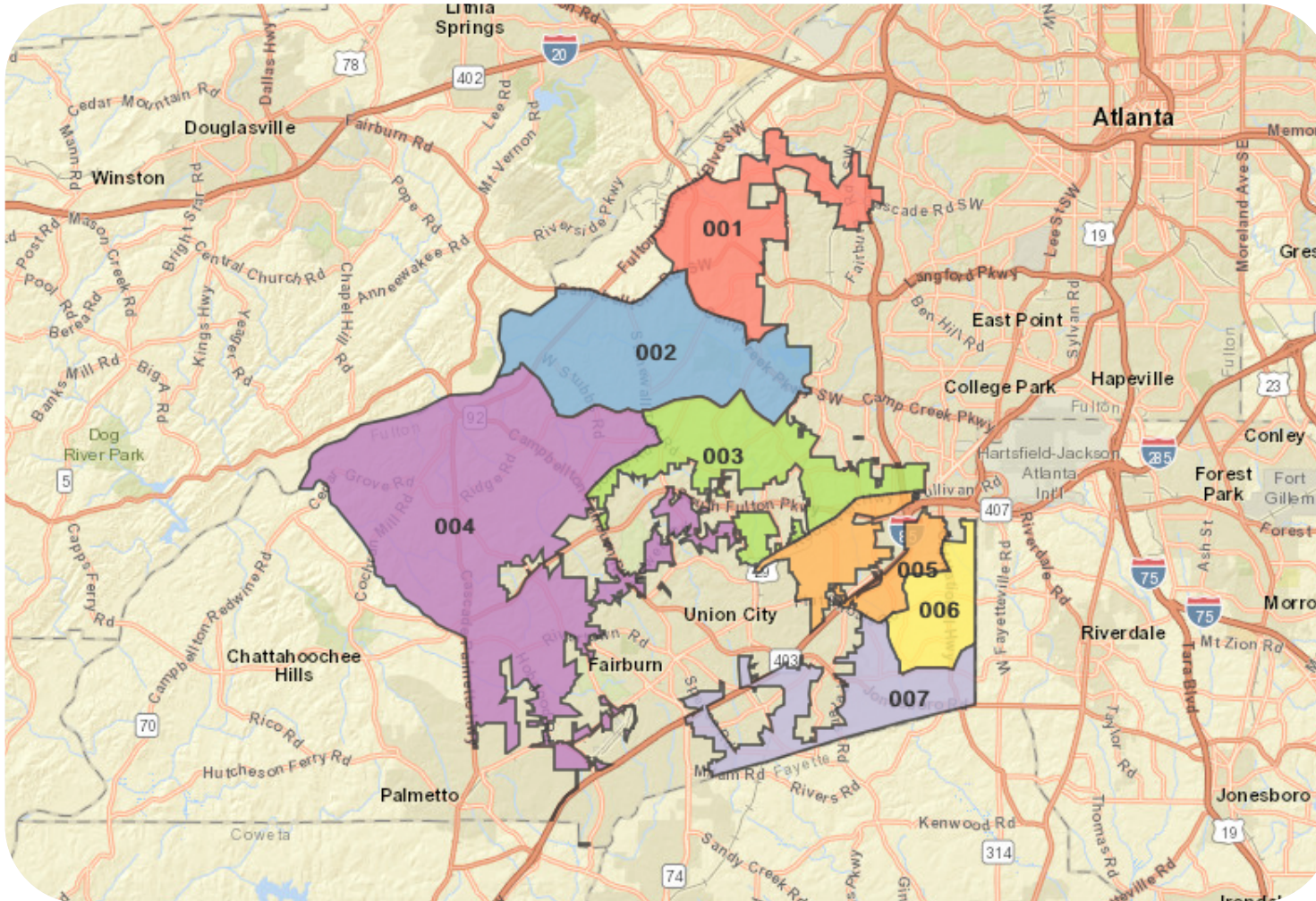
## Focus Area: City of South Fulton

3. Where does the City South Fulton stand?





# City of South Fulton Area Map





# City of South Fulton

## Economic Development Snapshot

IT IS IMPORTANT TO EVALUATE THE MIX OF RESIDENTIAL VS. BUSINESS COMMUNITY.

### Residents

#### Population

Census 2010: 86,961      ACS 2010-14: 93,227

#### Labor Force

39,553 (16+ age)

#### Unemployment Rate

Forthcoming (25+k)

### Business

#### Workers

2002: 13,032      2014: 14,641

#### No. of Businesses

2,000+

#### Top Industries

Wholesale  
Trade

Educational  
Services

Retail Trade  
Administration  
& Support

Waste  
Management  
and  
Remediation

Accommodation  
and Food  
Services



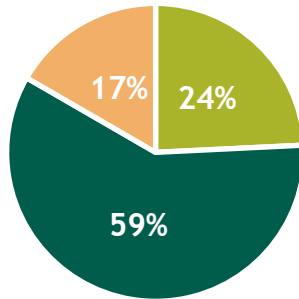


# City of South Fulton

## Economic Development Snapshot

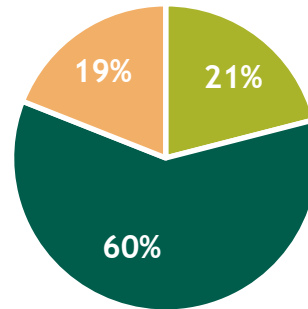
### Age of Workers

City of South Fulton



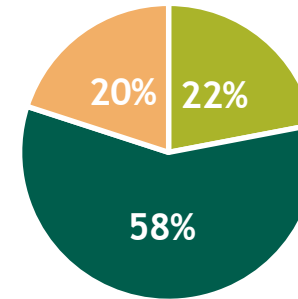
- Age 29 or younger
- Age 30 to 54
- Age 55 or older

Metro Atlanta



- Age 29 or younger
- Age 30 to 54
- Age 55 or older

Georgia



- Age 29 or younger
- Age 30 to 54
- Age 55 or older

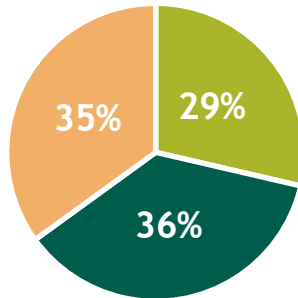


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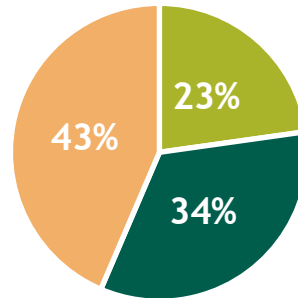
## Economic Development Snapshot

### Earnings of Workers

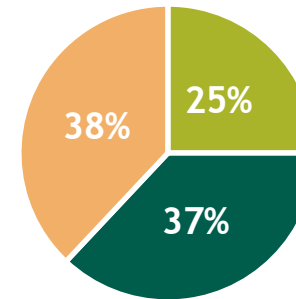
City of South Fulton



Metro Atlanta



Georgia



■ \$1,250 per month or less

■ \$1,251 to \$3,333 per month

■ More than \$3,333 per month

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# City of South Fulton

## Economic Development Snapshot

### Top Industries

#### City of South Fulton

Wholesale Trade

Educational Services

Retail Trade

Administration & Support, Waste  
Management and Remediation

Accommodation and Food Services

#### Metro Atlanta

Retail Trade

Health Care and Social Assistance

Accommodation and Food Services

Administration & Support, Waste  
Management and Remediation

Educational Services

#### Georgia

Health Care and Social Assistance

Retail Trade

Educational Services

Accommodation and Food Services

Manufacturing

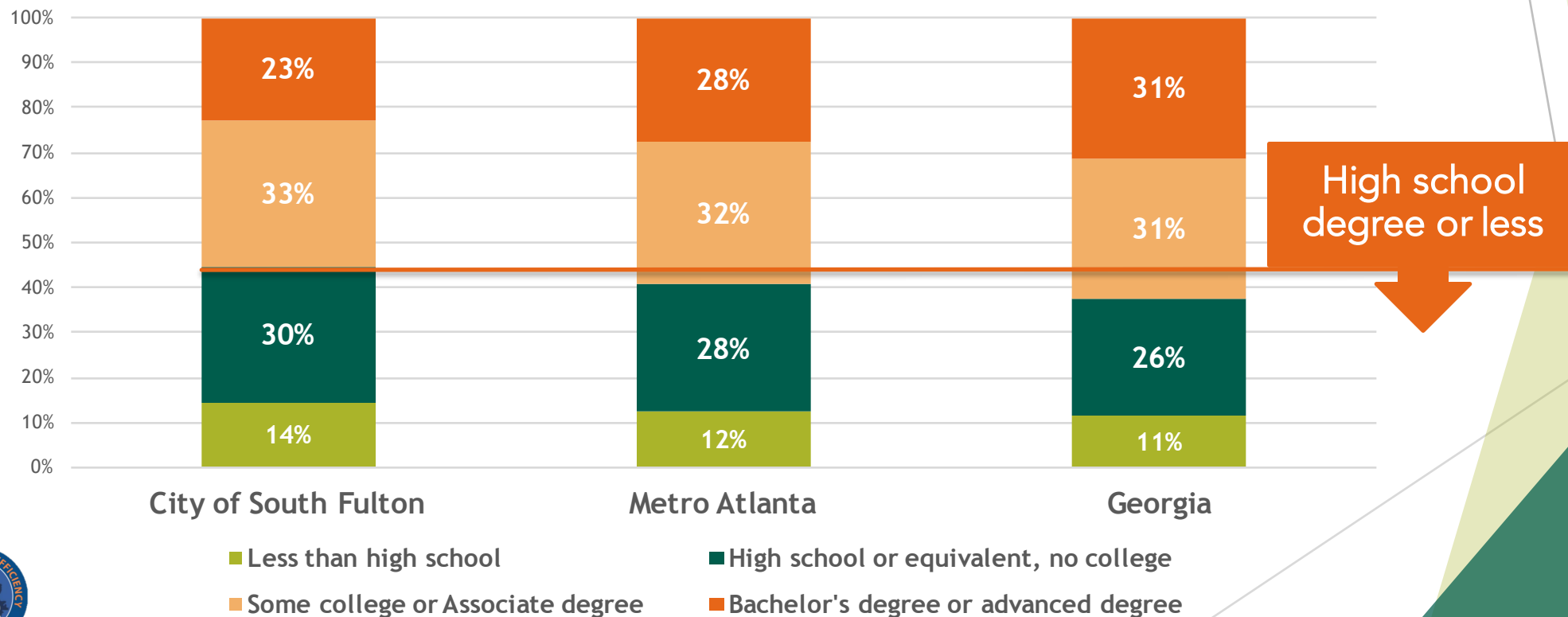




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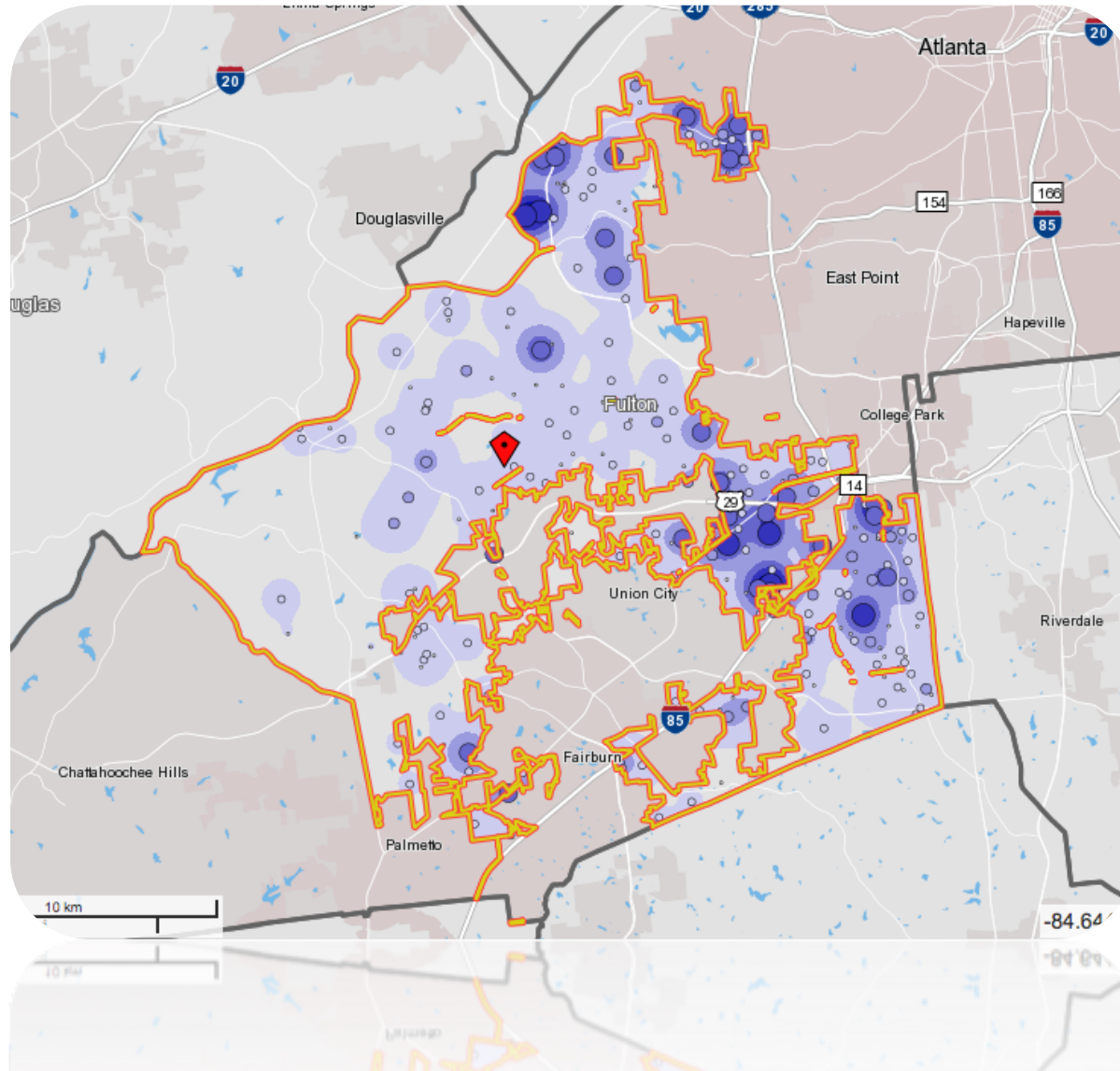
## Economic Development Snapshot

### Educational Attainment of Workers



# City of South Fulton Area Map

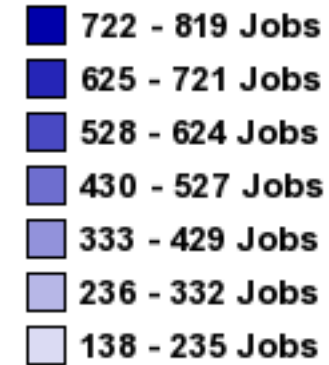
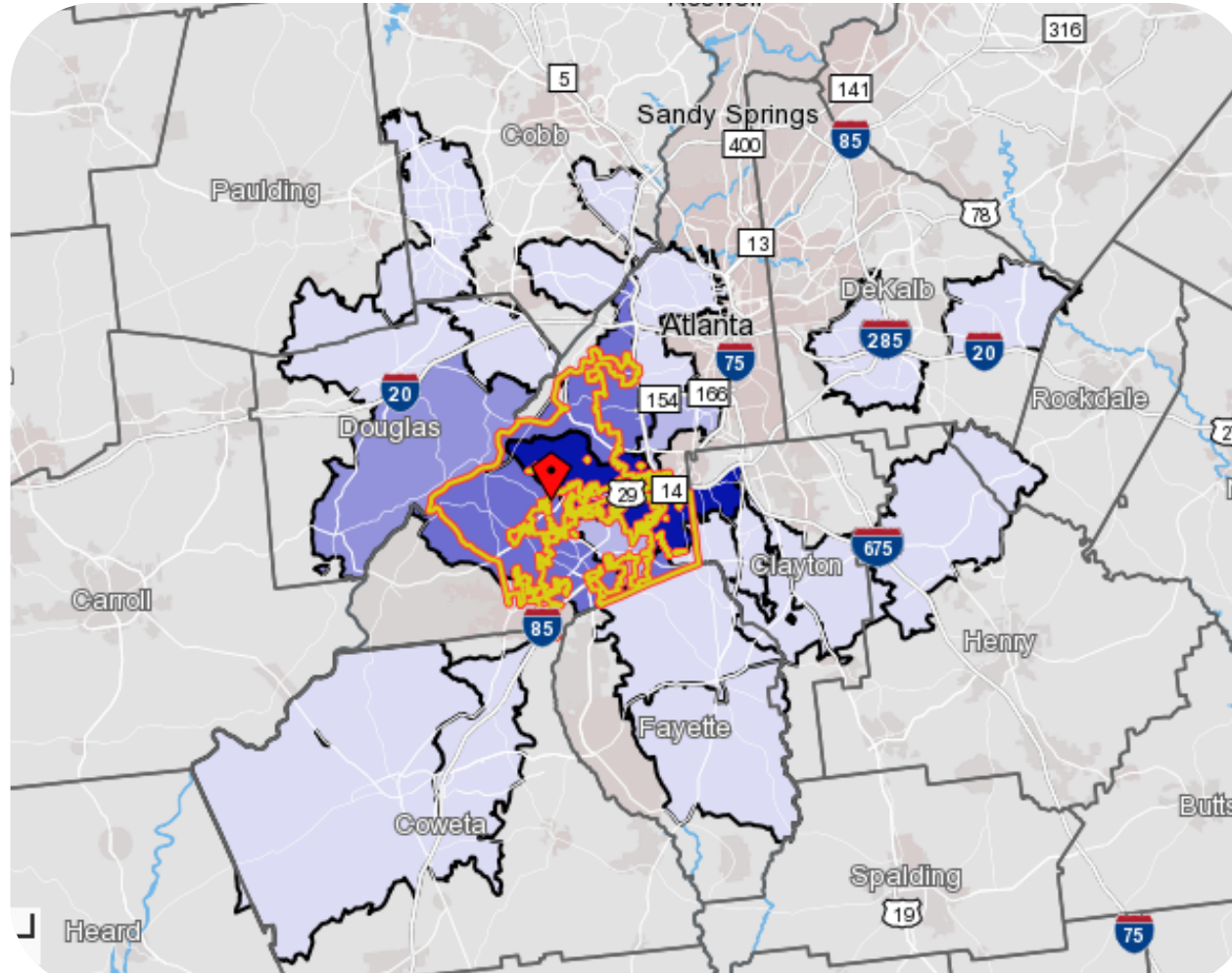
## Where Jobs



- 5 - 147 Jobs/Sq.Mile
- 148 - 574 Jobs/Sq.Mile
- 575 - 1,287 Jobs/Sq.Mile
- 1,288 - 2,284 Jobs/Sq.Mile
- 2,285 - 3,567 Jobs/Sq.Mile

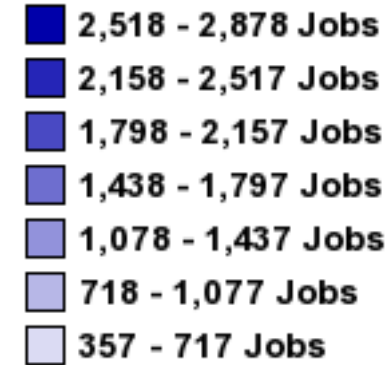
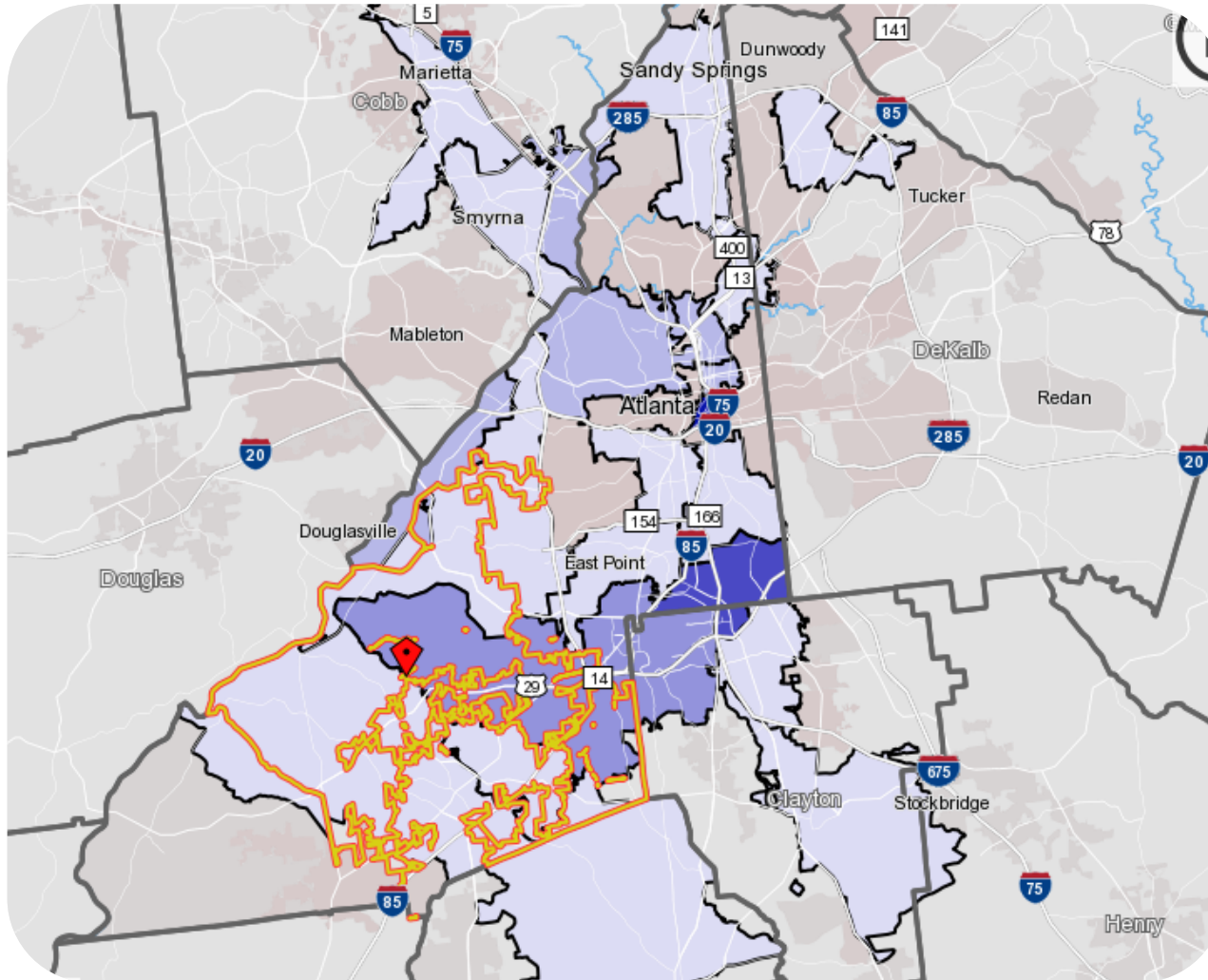
# City of South Fulton Area Map

## Where Workers Live (By Zip Code)



# City of South Fulton Area Map

## Where Residents Work (By Zip Code)

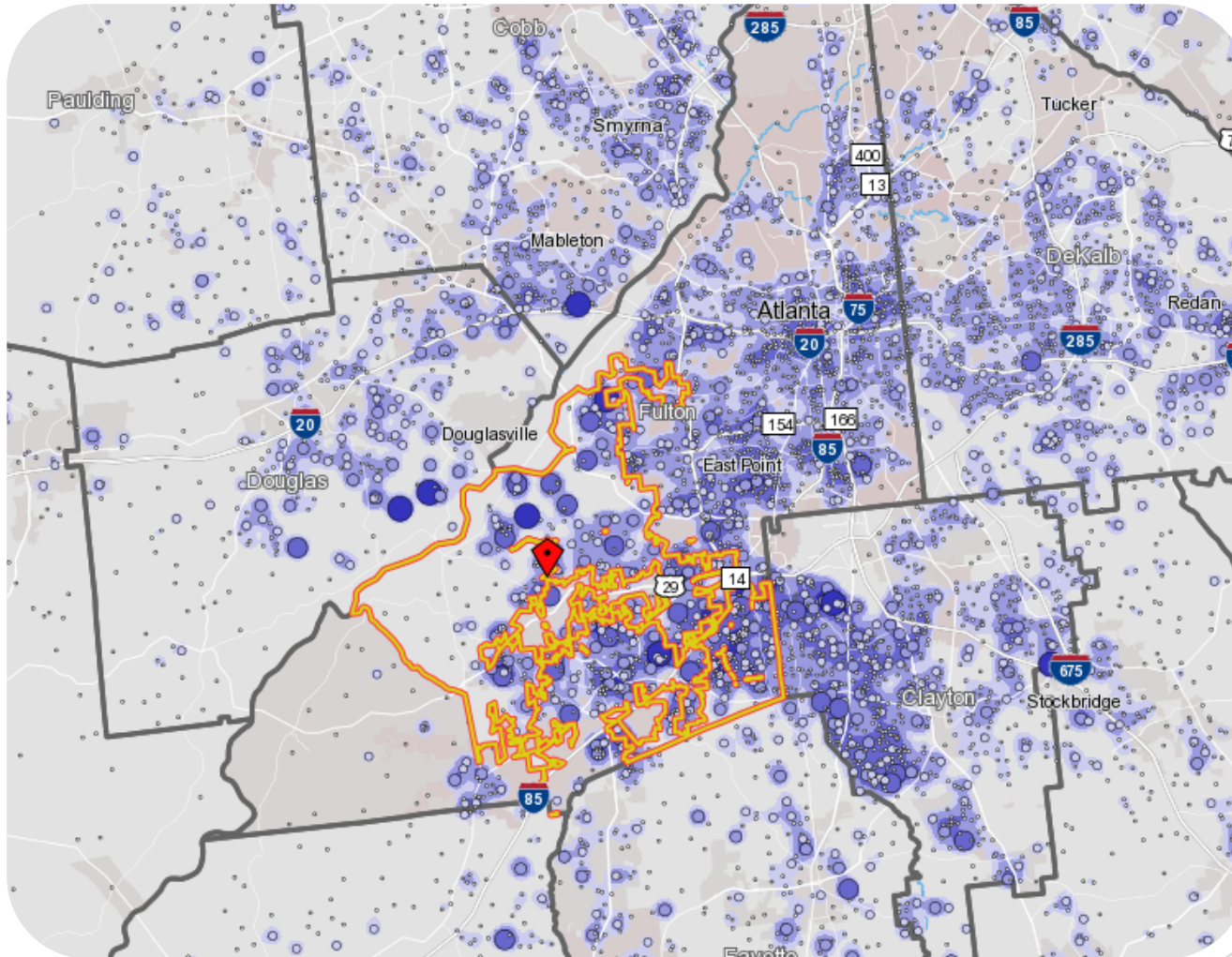






# City of South Fulton Area Map

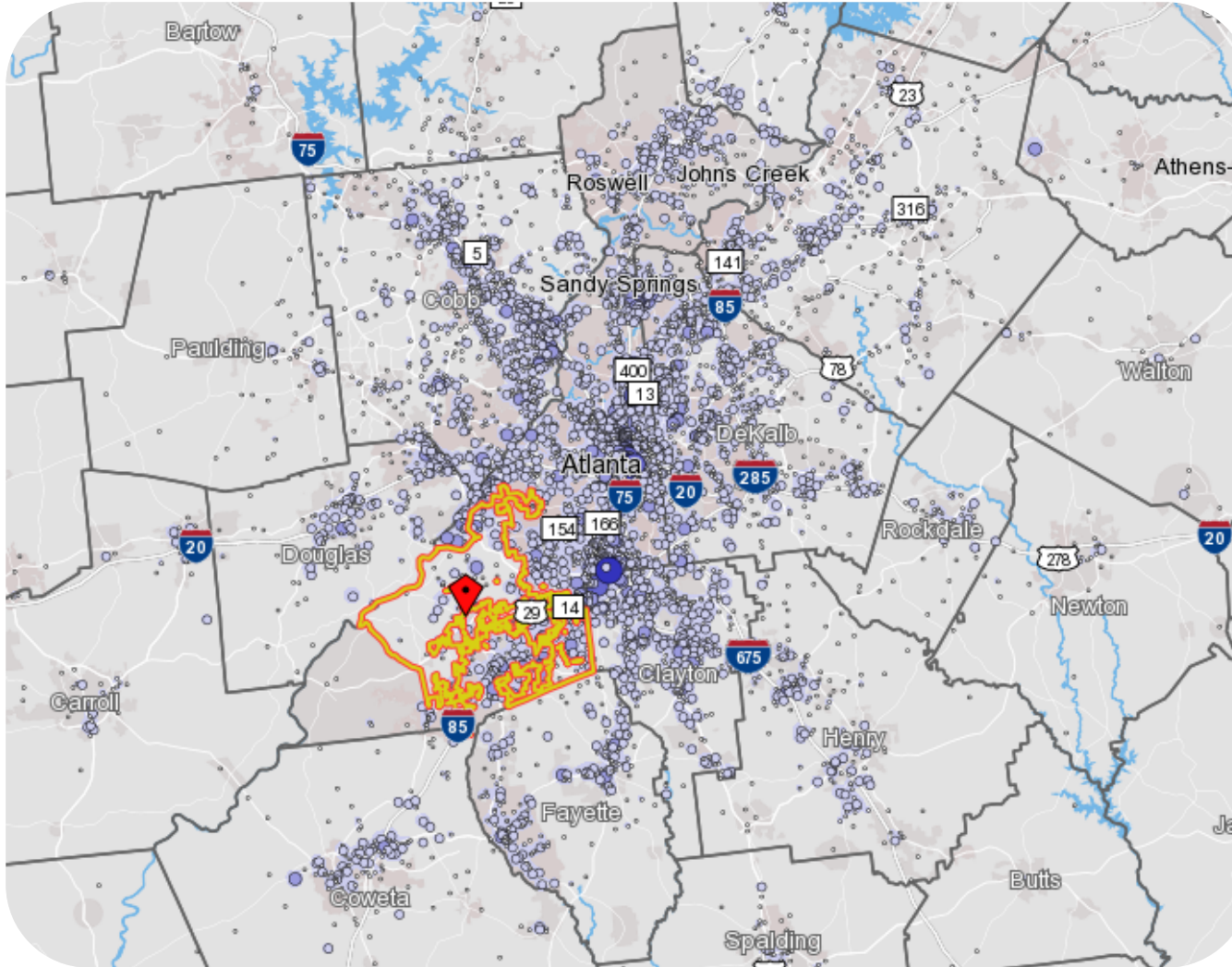
## Distance/Direction Worker





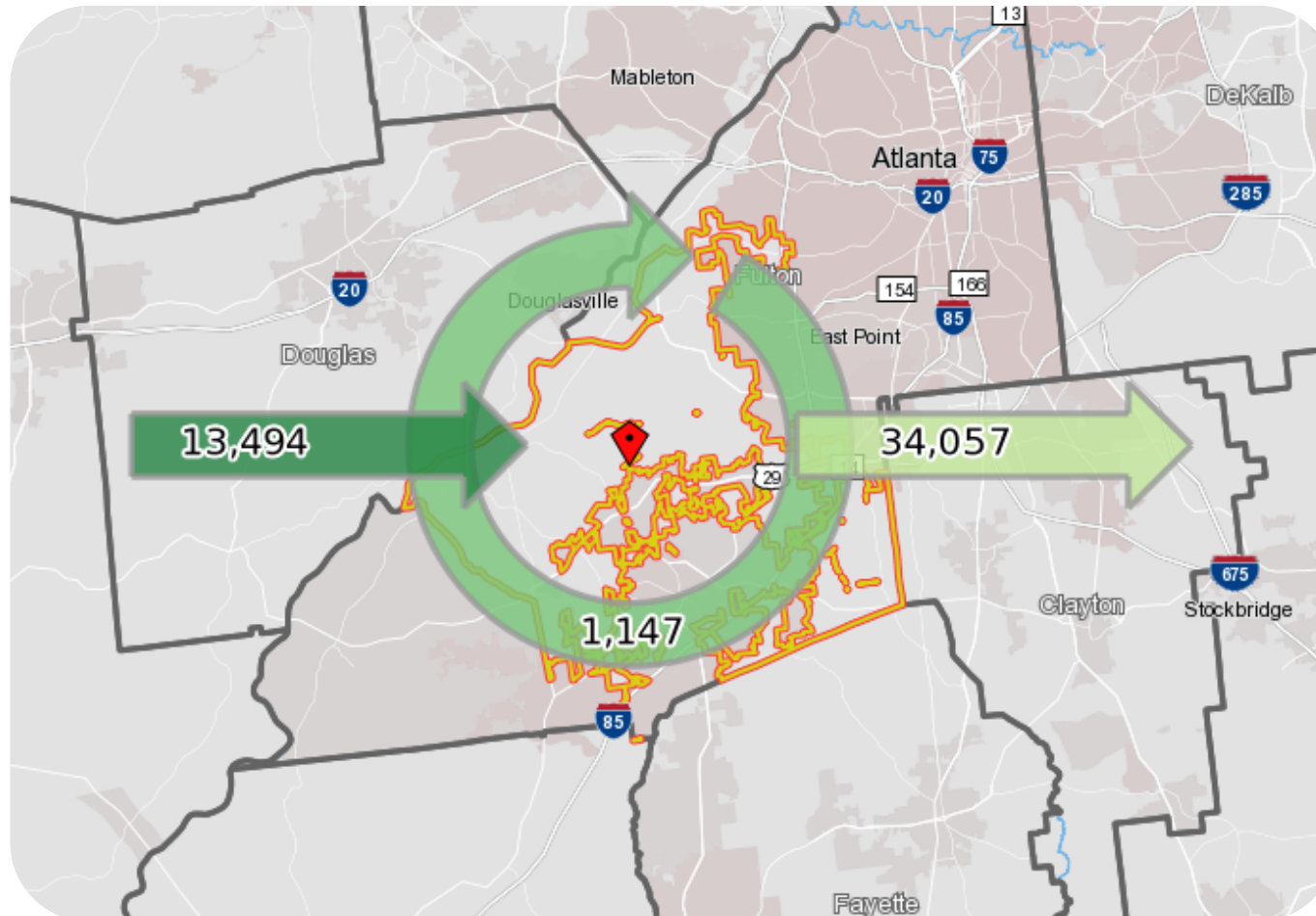
# City of South Fulton Area Map

## Distance/Direction Resident



# City of South Fulton Area Map

## Inflow Outflow



**Inflow/Outflow Job Counts (All Jobs)  
2014**

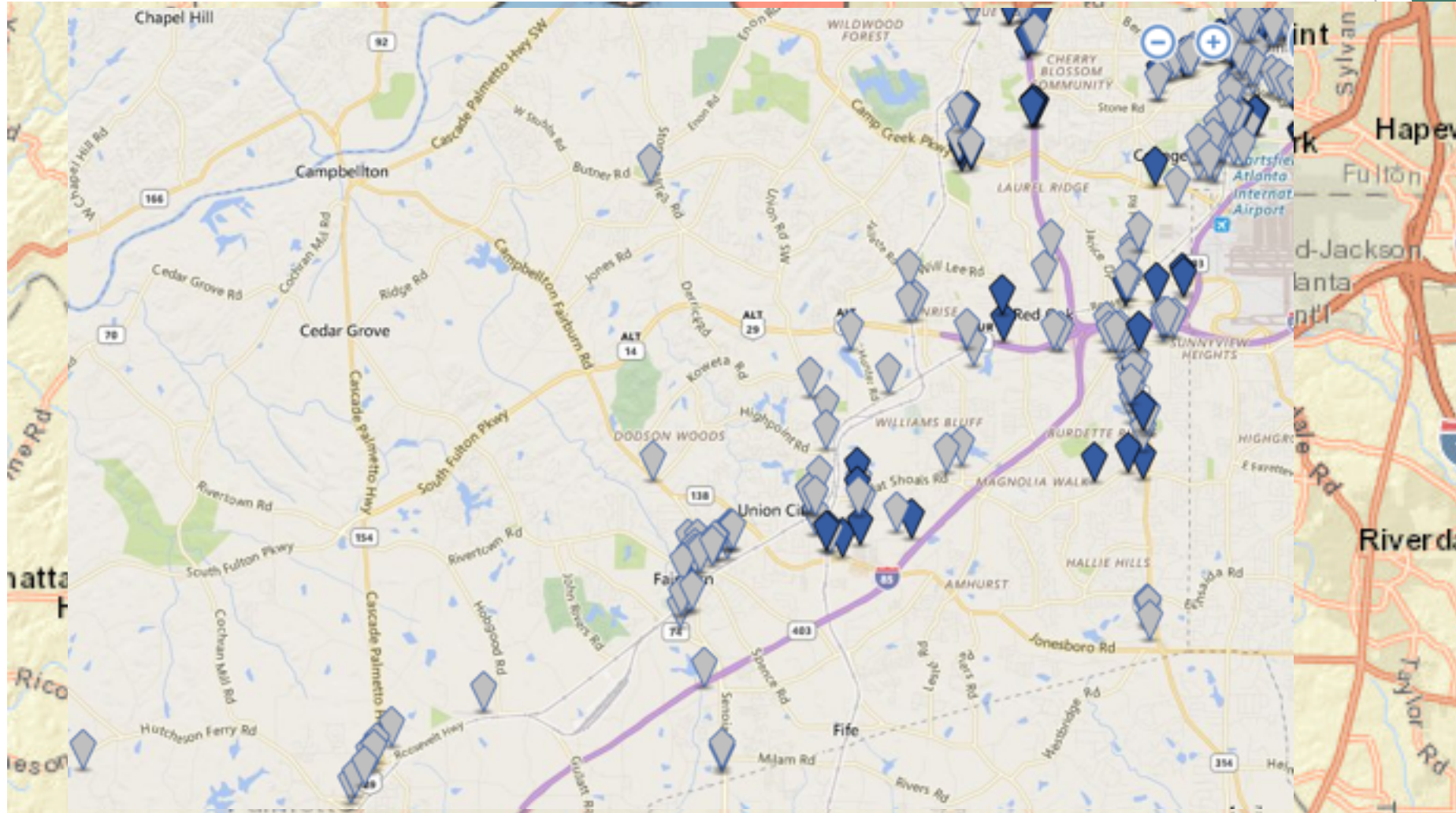
	Count	Share
<a href="#">Employed in the Selection Area</a>	14,641	100.0%
<a href="#">Employed in the Selection Area but Living Outside</a>	13,494	92.2%
<a href="#">Employed and Living in the Selection Area</a>	1,147	7.8%
<a href="#">Living in the Selection Area</a>	35,204	100.0%
<a href="#">Living in the Selection Area but Employed Outside</a>	34,057	96.7%
<a href="#">Living and Employed in the Selection Area</a>	1,147	3.3%





# City of South Fulton Area Map

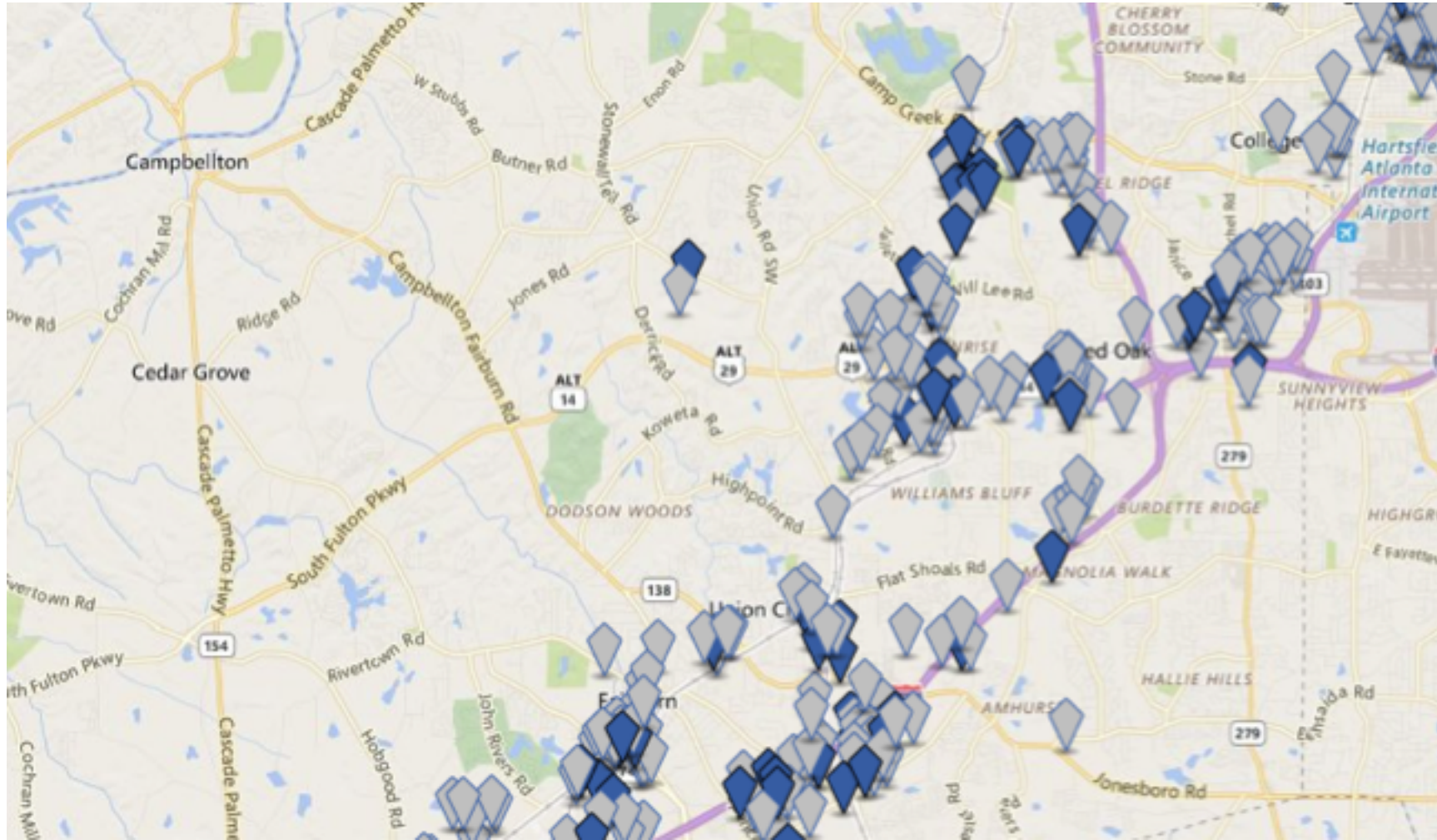
## Location of Office





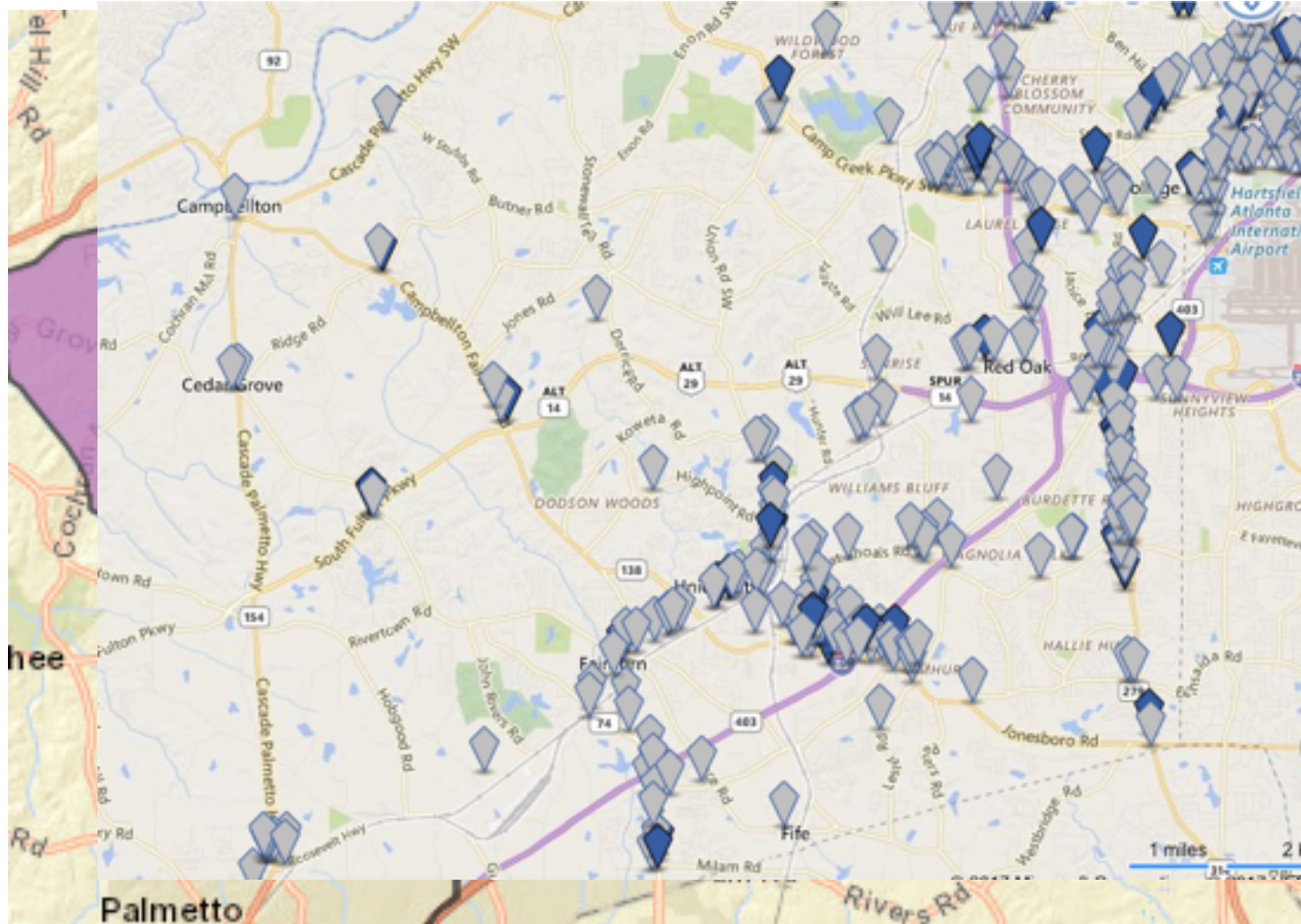
# City of South Fulton Area Map

## Location of Industrial



# City of South Fulton Area Map

## Location of Retail





# City of South Fulton

## Location of Commercial Development by Use

Office

Industrial

Retail

Old National Hwy/  
South of 285

Roosevelt Hwy &  
South Fulton  
Parkway

Old National Hwy &  
Roosevelt Hwy

*Areas for Development / Redevelopment*



# City of South Fulton

## Takeaway Ideas



What does  
the City  
**ASPIRE**  
to be?



What is the  
reality on the  
ground? What  
are the City's  
strengths &  
weaknesses?



What does  
success look  
like and how  
will you get  
there?



What are the  
opportunities?

